

# Two Sides



[www.twosides.info](http://www.twosides.info)

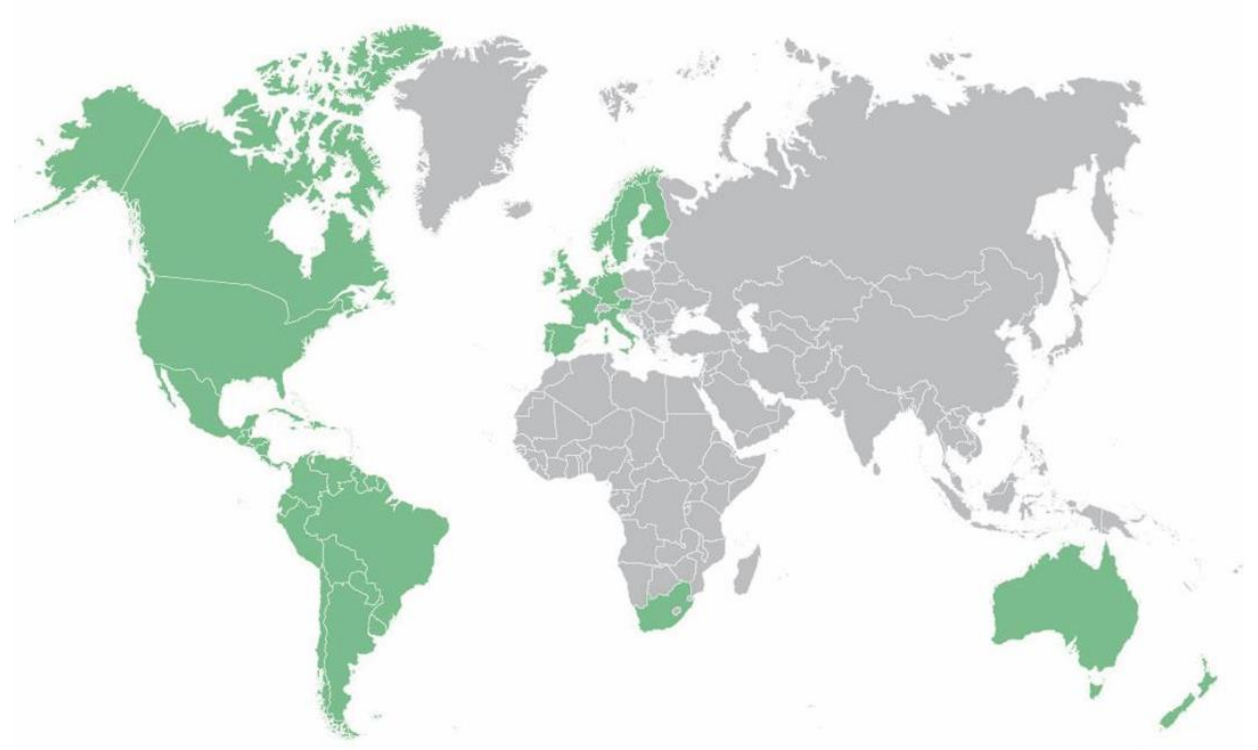


[www.lovepaper.org](http://www.lovepaper.org)

# Euro-Graph General Assembly 29<sup>th</sup> November 2023

# Agenda

- Situation Report; An Industry Under The Spotlight
- Two Sides Teams
- Activity Update
  - Research - Trend Tracker
  - Greenwash
  - Consumer Engagement (Love Paper)
  - Resources and Materials
- Packaging
- Funding
- Strategy and Focus 2024





# **Situation Report**

**An Industry Under the Spotlight**



# An Industry Under the Spotlight

Never has there been a time when sustainability has been so high on the agenda for all stakeholders

## Legislative

- EUDR – deforestation-free products
- EU Green Claims, Greenwashing regulations – pros and cons for the industry



## Consumer Mistrust

- Industry still seen as responsible for forest loss
- High recycling rates not understood

## Volume Decline

- Move away from communication paper continues
- Greenwashing still being used to support digital switch

# New EU Green Claims - Greenwashing Regulations

EU Commission is proposing common criteria against greenwashing and misleading environmental claims.

## Objectives

Ensure consumers receive reliable, comparable and verifiable information.

Consumers will have:

- **more clarity, stronger reassurance** that when something is sold as green, it actually is green, and
- **better quality information** to choose environment-friendly products and services.

**Business benefit:**,

- those that make a genuine effort to improve the environmental sustainability of their products will be more easily **recognised and rewarded by consumers** and able to **boost their sales** – rather than face unfair competition.

The proposal will help establish **a level playing field** when it comes to information about environmental performance of products.

# New EU Green Claims - Greenwashing Regulations

## Countering Greenwash

A [Commission study](#)\* from 2020 highlighted that

- **53.3%** of examined environmental claims in the EU were found to be vague, misleading or unfounded and
- **40%** were unsubstantiated.

The absence of common rules for companies making voluntary green claims leads to 'greenwashing' and creates an uneven playing field in the EU's market, to the disadvantage of genuinely sustainable companies.

# New EU Green Claims - Greenwashing Regulations

## Environmental labels.

- There are currently at least 230 different labels - leading to **consumer confusion and distrust**.
- New public labelling schemes will not be allowed, unless developed at EU level.
- New private schemes will need to show higher environmental ambition than existing ones and get a pre-approval to be allowed.
- Labels in general must be reliable, transparent, independently verified, and regularly reviewed.

# New EU Green Claims - Greenwashing Regulations

## Next steps

Following the ordinary legislative procedure, the Green Claims Directive proposal will now be subject to the approval of the European Parliament and the Council.

**Earliest passing of European legislation: late 2024 / early 2025**

**Time then for local Country implementation: plus 24/36 months**

## For More Information

- [Proposal for a Directive on New rules on substantiating green claims](#)
- [Questions and Answers](#): New criteria on substantiating green claims
- [Factsheet](#)
- [Webpage on green claims](#)



# New EU Green Claims - Greenwashing Regulations

## Conclusions and Impact

- Regulations are welcome and will support Two Sides' Greenwashing activities
- Larger companies will already be taking heed – but may not be actioning throughout the organisation
- Suspect local country implementation will vary – from current experience
- Opportunity for Two Sides to step up Greenwash activities whilst there is wider attention

# **Two Sides Teams**

# Global Reach



**From 1<sup>st</sup> Jan 2024**  
**Jules Van Sant**  
Executive Director

**Jill Crossley**  
Director of Operations

**Fabio Mortara**  
President  
Two Sides Latin America



**Manoel Manteigas  
de Oliveira**  
Technical Director,  
Two Sides Latin America



**Heloísa Vidigal**  
Marketing Director,  
Two Sides Latin America



**Jonathan Tame**  
Managing Director,  
Two Sides Europe



**Martyn Eustace**  
Chairman  
Two Sides



**Kellie Northwood**  
Executive Director,  
Two Sides Australia and  
New Zealand



**Deon Joubert**  
Executive Director,  
Two Sides South Africa

# Europe – Country Managers



**Martyn Eustace**  
Chairman



**Jonathan Tame**  
Managing Director  
Two Sides Europe



**Ian Bates**  
Marketing &  
Partnership Director  
Two Sides Europe



**Josh Birch**  
Campaign Manager  
Two Sides UK



**Jan Le Moux**  
Country Manager  
Two Sides France



**Pedro Felipe Silva**  
Country Manager



**Magnus Thorkildsen**  
Country Manager  
Two Sides Nordics



**Naciye Schmidt and  
Anne-Katrin Kohlmorgen**  
Country Managers  
Two Sides Germany



**Patrick Mader**  
Austropapier



**Massimo Ramunni**  
Country Manager  
Two Sides Italy



# Sustainability Steering Group

Review of group. Meets twice a year. Euro-Graph members asked to propose delegates

| Delegate                   | Organisation   | Sector reflected                   |
|----------------------------|--|------------------------------------|
| Anna Papagrigoraki (Chair) | Sustainability Director, CEPI  | Paper Industries                   |
| Cynthia Wee                | Communications Manager, PostEurop  | Post                               |
| Dr Rick Stunt              | Group Paper Director of Associated Newspapers UK and Chairman of NME Newsprint and Environment Working Group | Newspapers                         |
| Sarah Lesting              | Head of Sustainable Solutions & Managing Director UK, Leipa  | Paper Manufacture                  |
| Marie-Claude Ritt          | Sustainability Manager, Sylvamo  | Paper Manufacture                  |
| Niina Niemela              | Senior Manager, Sustainability, UPM  | Paper Manufacture                  |
| Pedro Filipe Silva         | Sustainability Manager, The Navigator Company  | Paper Manufacture                  |
| Isabella Bussi             | Group Head of Sustainability, Fedrigoni  | Paper Manufacture                  |
| Sandrina Machado           | Product stewardship and environmental specialist, Sappi  | Paper Manufacture                  |
| Klaus Barduna              | Senior Vice President, Division Paper, Sustainability, Stora Enso  | Paper Manufacture                  |
| Laetitia Reynaud           | Policy Advisor, Intergraf,   | Printing                           |
| Viktor Kovacic             | Managing Director, FEPE  | Envelope Manufacture               |
| Marco Martinez             | Product Manager Release Liners and Sustainability. Ahlstrom- Munksjö   | Labels and Packaging               |
| Deborah Dorosz             | Sustainability Manager, Antalis  | Paper Manufacture and Distribution |
| Nicki Labram               | Group Sustainability Engagement Manager, Smurfit Kappa   | Packaging Manufacture              |
| Karoline Angerer           | Sustainability Manager Kraftpaper and Paper Bags, Mondi  | Paper Manufacture                  |
| Martyn Eustace             | Two Sides, Chairman  |                                    |
| Jonathan Tame              | Two Sides, Managing Director   |                                    |
| Ian Bates                  | Two Sides, Marketing and Partnership Director  |                                    |
| Josh Birch                 | Two Sides, Campaign Manager  |                                    |

# Marketing Steering Group

Review of group. Meets twice a year. **Euro-Graph members asked to propose delegates**

| Delegate               | Organisation  | Sector reflected              |
|------------------------|---|-------------------------------|
| Stephanie Kienapfel    | Mondi - Head of Marketing & Business Development, Mondi Uncoated Fine Paper                         | Paper Manufacture             |
| Kati Murto             | UPM – Vice President, Stakeholder relations   | Paper Manufacture             |
| Fredrik Holgersson     | Holmen – Senior Vice President Sales and Marketing  | Paper Manufacture             |
| Wim Dootselaere        | Sylvamo – Head of Marketing   | Paper Manufacture             |
| Wolfgang Bürgers       | Leipa - Marketing & Sales Director  | Paper Manufacture             |
| Catarina Novais        | The Navigator Company – Marketing Director  | Paper Manufacture             |
| Micaela di Trana       | Fedrigoni, Marketing and R&D Director   | Paper Manufacture             |
| Maren Fohrmann         | Igepa – Marketing Manager   | Eugropa – Paper Merchant      |
| Brigitte Abessira      | Antalis – Communication Manager   | Eugropa – Paper Merchant      |
| Mathew Faulkner        | Canon - Head of Marketing EMEA  | OEM                           |
| James Hewes            | FIPP - President and CEO  | Global Publishing and Content |
| Mark Davies            | Whistl - Managing Director DoorDrop media, President ELMA (the European Letterbox Marketing Assoc.) | Mail and Door Drops           |
| Mike Turner            | ECMA - (European Carton Makers Association) Managing Director                                       | Packaging                     |
| Jan Le Moux            | Two Sides Country Manager - France  | Two Sides                     |
| Anne-Katrin Kohlmorgen | Two Sides Country Manager - Germany   | Two Sides                     |
| Josh Birch             | Two Sides Campaign Manager - UK   | Two Sides                     |
| Martyn Eustace         | Two Sides - Chairman  | Two Sides                     |
| Jonathan Tame          | Two Sides - Managing Director   | Two Sides                     |

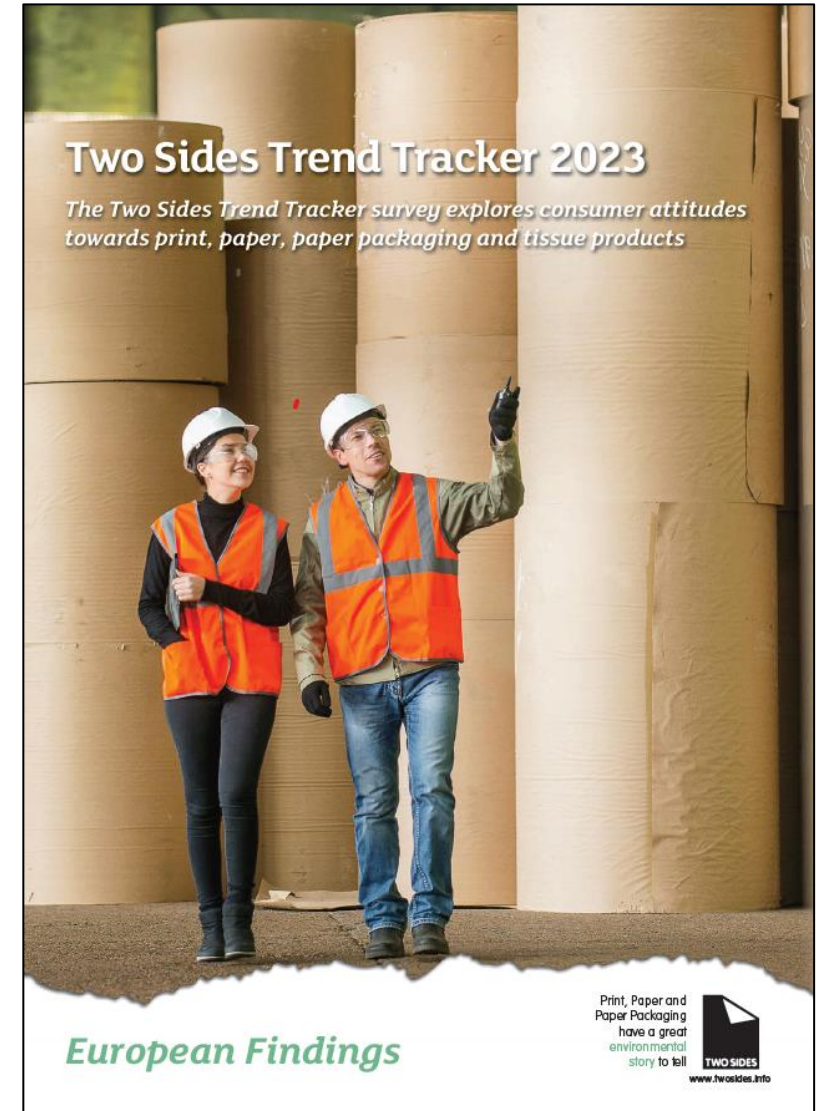


# **Two Sides Activity Update**

# Two Sides

## 2023

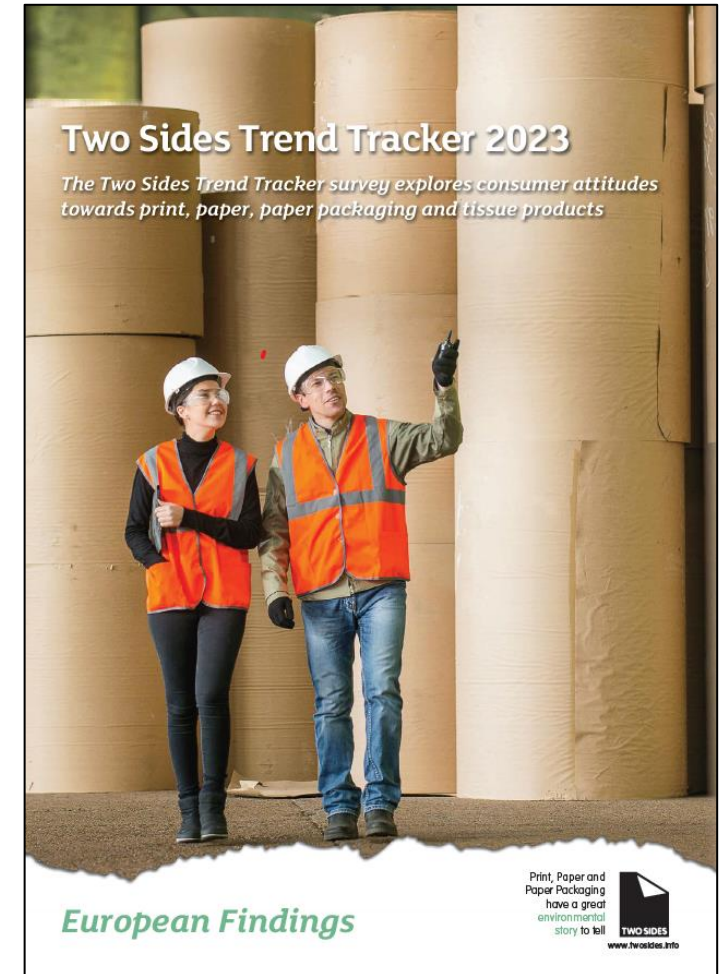
# Trend Tracker Survey





# Trend Tracker Survey

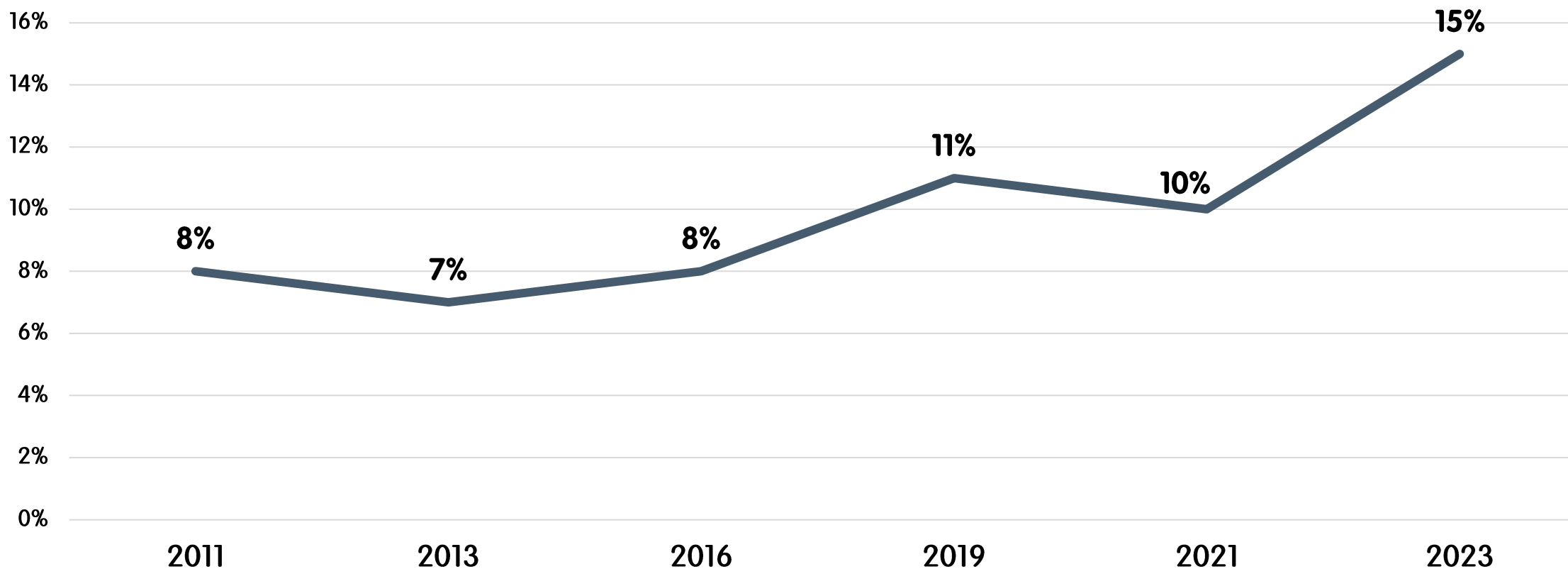
- Published June 2023
- Updated every 2 years
- To explore and understand changing consumer preferences, perceptions, and attitudes towards print, paper and paper packaging
  - Environmental Perceptions
  - Reading Habits
  - Packaging Preferences
  - Attitudes towards Tissue Products
- A global study of 10,647 consumers by independent research company, Toluna
- Europe - Austria, Belgium, Denmark, Finland, France, Germany, Italy, Norway, Sweden, UK
- Globally – Brazil, Chile, Argentina, North America, South Africa





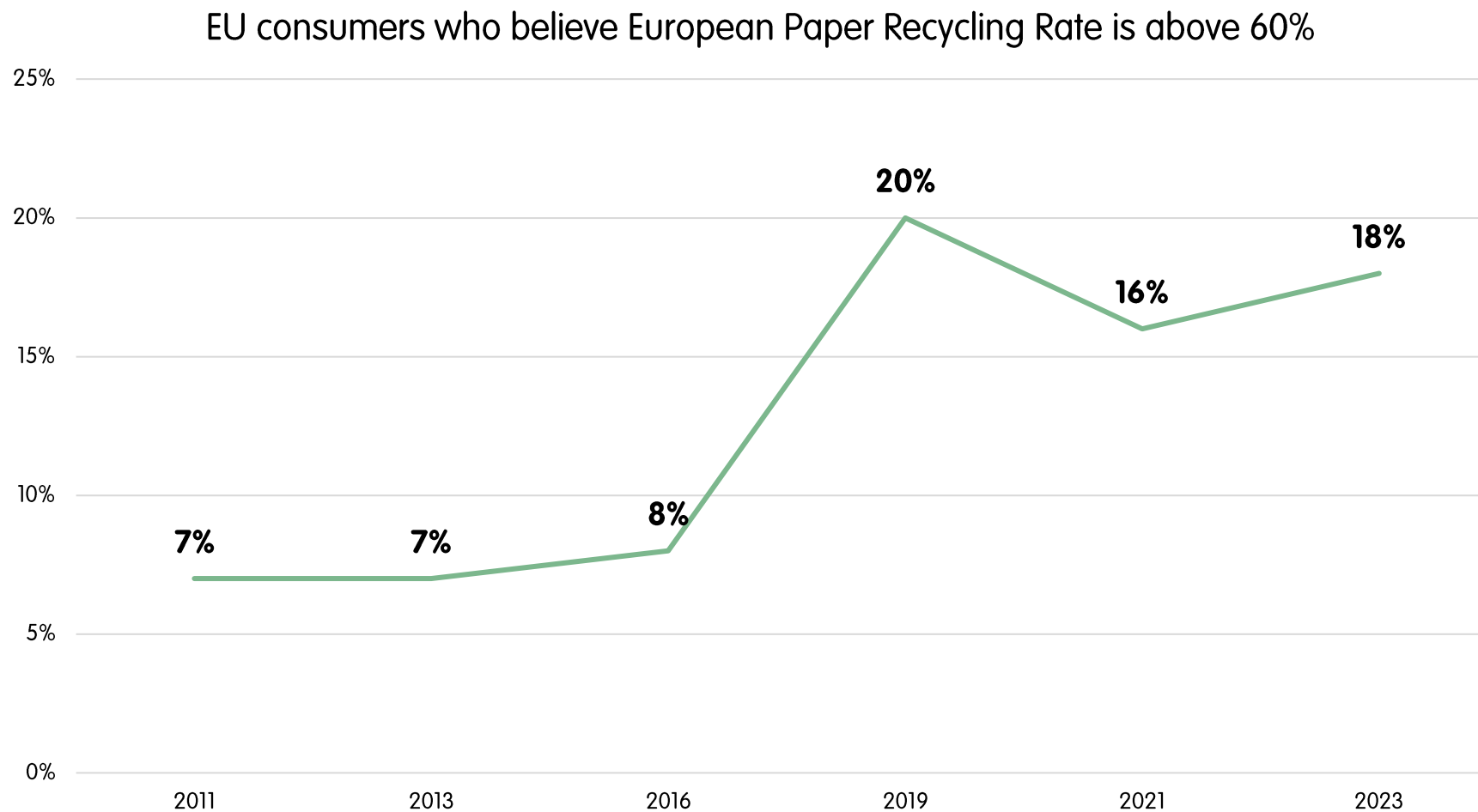
What do you believe has been happening to the size of European forest area since the year 2000?

EU Consumers who believe European Forests are growing





## What percentage of paper is recycled in Europe ?



# Trend Tracker – Resources

## Report published June 2023

- 4-page Key headline summary publicly available - English, French, German and Italian
- 16-page Executive report, English, exclusively for members (or for purchase @ €849)
- Detailed PowerPoint report exclusively for members
- 11 NEW Factographics for social media (co-branded for members)



### Two Sides Latest Trend Tracker Survey Reveals Both Challenges And Opportunities For The Print And Paper Industry

**About The Survey**

The Two Sides Trend Tracker survey reports on consumer attitudes towards print, paper, paper-based packaging and tissue products.

In January 2023, a global study of 10,250 consumers was commissioned by Two Sides and conducted online by the independent research company, Toluna.

This biennial report explores and seeks to understand changing consumer preferences, perceptions and attitudes towards print, paper, and paper-based packaging. Looking in detail at consumers:

- Environmental Perceptions
- Reading Habits
- Packaging Preferences
- Attitudes Towards Tissue Products

Nationally representative surveys were undertaken in Argentina (400), Brazil (1,000), Chile (350), Paraguay (200), South Africa (500), the United States (1,000) and Europe, including Austria (500), Belgium (600), Denmark (500), Finland (350), France (1,000), Germany (1,000), Italy (1,000), Norway (350), Sweden (500) and the United Kingdom (1,000).

This document provides a few key findings for Europe. An executive summary of the Trend Tracker Research 2023 together with detailed findings, broken down by country, age and gender, is available free to Two Sides members or to purchase at €849 for non-members.

To register your interest in receiving the full report, visit: [www.twosides.info/trend-tracker-2023](http://www.twosides.info/trend-tracker-2023)

To find out more about the Two Sides campaign, and how you can become a supporter visit: [www.twosides.info](http://www.twosides.info)

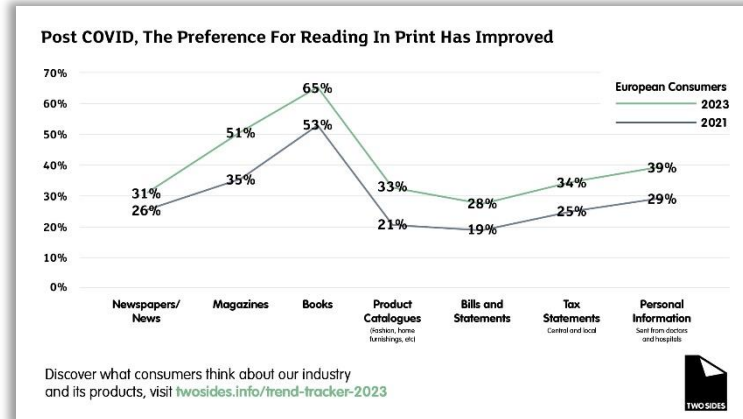
Print, Paper and Paper Packaging have a great environmental story to tell

**Only 15% of European consumers in 2023 understand that European forests are actually growing in size.**

**Between 2005 and 2020, European forests grew by 58,390km<sup>2</sup>. That is an area larger than Switzerland!**

Two Sides Trend Tracker 2023: European Findings  
FAO Data, 2005 - 2020

Discover what consumers think about our industry and its products, visit [twosides.info/trend-tracker-2023](http://twosides.info/trend-tracker-2023)





# **Anti-Greenwash Campaign**

**Tackling Negative Statements about  
Paper and Paper Packaging**



# PostFinance (Switzerland)



***“Saving 7,000 Hectares of forest with ebill by 2028 is completely normal.”***

60 percent fewer greenhouse gas emissions thanks to eBill

With over 50 million transactions, eBill established itself as the digital invoicing standard in Switzerland in 2021. And there are environmental benefits too. Find out how much CO2 can be saved with digital invoicing compared to paper invoicing.

[Go to the study at six-group.com](https://six-group.com) >

- PostFinance is a division of Swiss Post
- Life cycle analysis by SIX (digital solution provider) compares 3 methods of delivering an invoice
- eBill is best, but considers energy in use only !
- PostFinance has been instructed by Swiss Post to remove
- Two Sides has challenged SIX directly to substantiate or remove these claims

# Retailers Reducing Print

REWE, German retailer, announced removal of **73,000 tonnes** of paper flyers and direct mail.



***“The new advertising strategy will save more than 73,000 tonne of CO2, 1.1 million tonnes of water and 380 million kWh of energy every year.”***

To read both the press release and the letter please visit:

[https://bit.ly/REWE\\_Greenwashing](https://bit.ly/REWE_Greenwashing)

In France, E.Leclerc and Carrefour both announce a reduction of advertising flyers.



# Maintaining focus on Greenwash– End Q3 2023

- 4479 Corporates researched
- 2490 Companies engaged
- 1100 (698 Europe) have changed their messages
- Remains a core objective of the campaign



EUROMASTER



Euro-Graph General Assembly – 29th November 2023

## TWO SIDES PRESS RELEASE

04.05.22, London 11:00 GMT

### Two Sides global Anti-Greenwash Campaign: Over 970 Companies Removed Misleading Anti-Paper Statements

Since the campaign began in 2010, globally, Two Sides has successfully challenged over 970 organisations that subject their customers to repeated greenwashing messages which are damaging to the paper, print and mailing industry.

With huge pressures on the economy; banks, telecom providers, utility companies and even governmental organisations are increasingly focused on switching their customers from paper to digital services to cut costs. All too often their customer communications attempt to mask these cost-saving efforts, justifying the switch with unfounded environmental marketing appeals such as "Go Green – Go Paperless" and "Choose e-billing and help save a tree."

"Not only are these greenwash claims in breach of established environmental marketing rules, but they are hugely damaging to an industry which has a solid and continually improving environmental record," says Two Sides Europe Managing Director Jonathan Tame. "Far from 'saving trees,' a healthy market for forest products such as paper encourages the long-term growth of forests through sustainable forest management. Many of the organisations we engage are surprised to learn that European forests have actually been growing by 1,500 football pitches every day."

Globally, Two Sides has engaged over 2110 organisations making misleading statements about paper. So far, over 970 of them have removed such statements from their communications and Two Sides continues to engage and inform the remaining organisations. The organisations were located throughout Europe, North and South America, South Africa, Australia and New Zealand.

In Europe, to date, 630 companies have removed unsubstantiated claims about paper, including Lloyds Bank, RAC, Scottish Power, N Brown Group, HSBC, to name a few.

"It remains vital that greenwash is challenged to ensure that the industry's great environmental record is recognised and that the livelihoods of thousands of industry employees, as well as print, paper and postage volumes, are not damaged by the spread of misleading and opportunistic greenwash marketing," Tame says.

Because of the huge reach of some of the claims...



# Value of Greenwash Campaign Reminder!

Research in 2021, with consumer research organisation Censuswide, investigated the impacts of Greenwash on the European paper, print, and postal sector

- **4.3%** of European consumers surveyed are persuaded to switch from paper to digital if they see Greenwashing
- Total value of paper, print and mail preserved by removing Greenwash: **€44.7** million (est.)
- Greenwashing is a serious danger for our industry which, if left unchallenged, threatens the loss of **€337** million in Europe\* and employs over 3 million people in more than 120,000 European businesses

**When consumers see Greenwashing, 'Paper Destroys Forests' etc., they don't think about the context of receiving the Greenwash e.g., bills and statements, but about all the types of paper – and paper-based packaging - that they come across.**

## The damage from Greenwash is not sector specific

<sup>1</sup>Value of paper, print and postage for household bills and statements, Two Sides research 2021

\*Europe/European is EU+UK

# Improving consumers' perception of paper and paper-based packaging



[www.lovepaper.org](http://www.lovepaper.org)

# Love Paper messages reach 230m+ European consumers every year. Off the page and on line

**1,735 adverts placed 2023 YTD**

**53.6 million metric tonnes (MT) of e-waste was produced across the world in 2019.**

**AMAR PAPEL É FÁCIL**

**PAPER LOVES TREES**

**Two Sides Deutschland**  
27 November at 08:09  
Paper flowers have gained more and more popularity in a few years. Especially for weddings and other celebrations, paper offers a unique alternative to traditional flowers. Paper is definitely not as durable as their siblings made of real flowers.

**two sides brasil**  
AMAR PAPEL É FÁCIL  
O papel e a comunicação impressa são ferramentas altamente eficazes na comunicação.

**lovepaper.uk**  
lovepaper.uk It's likely you're reading this from your smartphone screen, maybe whilst watching a football episode of #myCelebrity on TV. You might even have a #smartwatch on your wrist or have a smart speaker telling you the weather for tomorrow in the background. All of these devices add up and their impact on the environment is often forgotten. Let's look at their true environmental impact... In 2019, we threw away a staggering 53.6 million metric tonnes (MT) of e-waste.

**ESCOLHA O PAPEL**

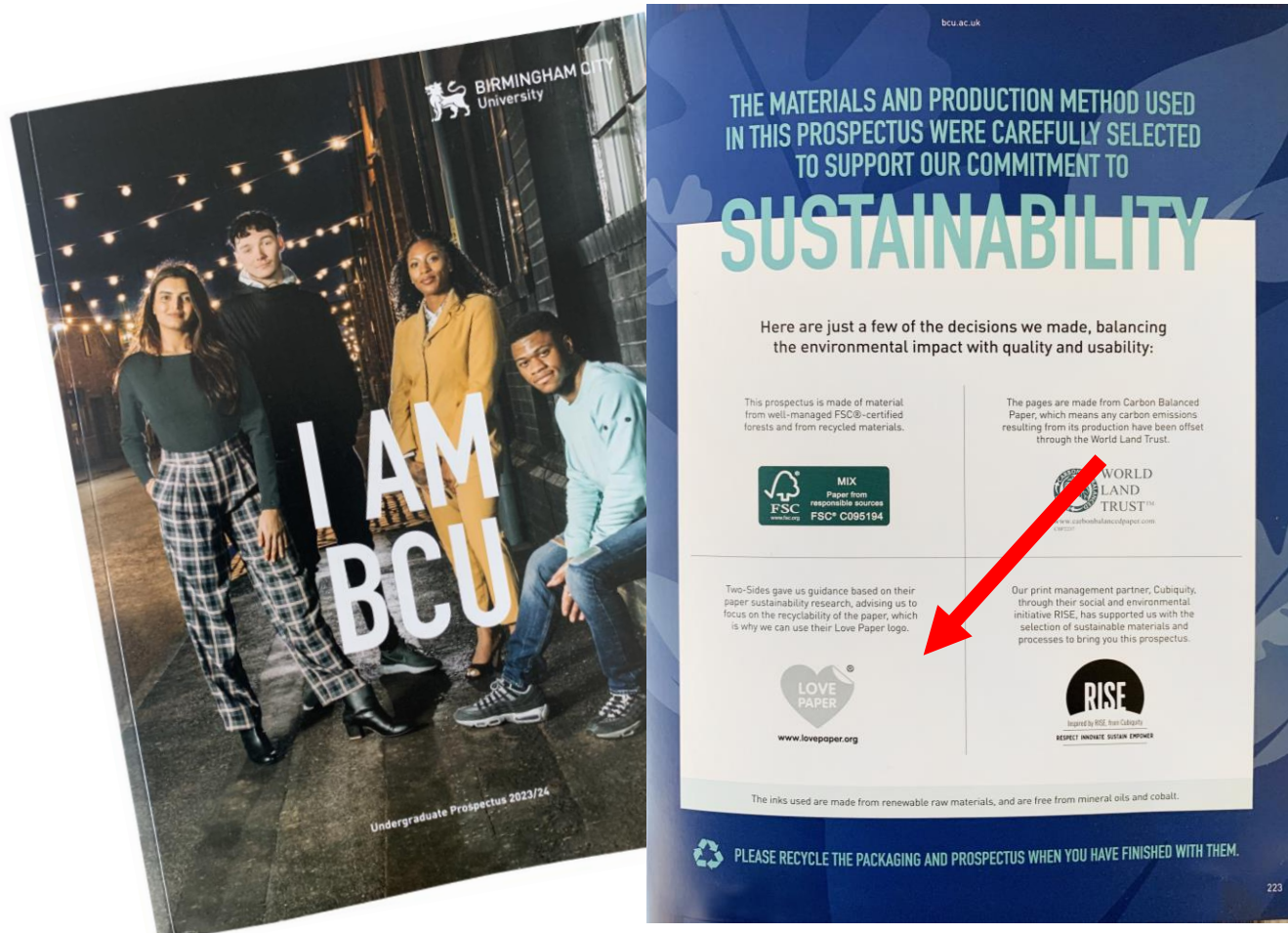
**AMAR PAPEL É FÁCIL**

**Recuperação da economia deve ser lenta**

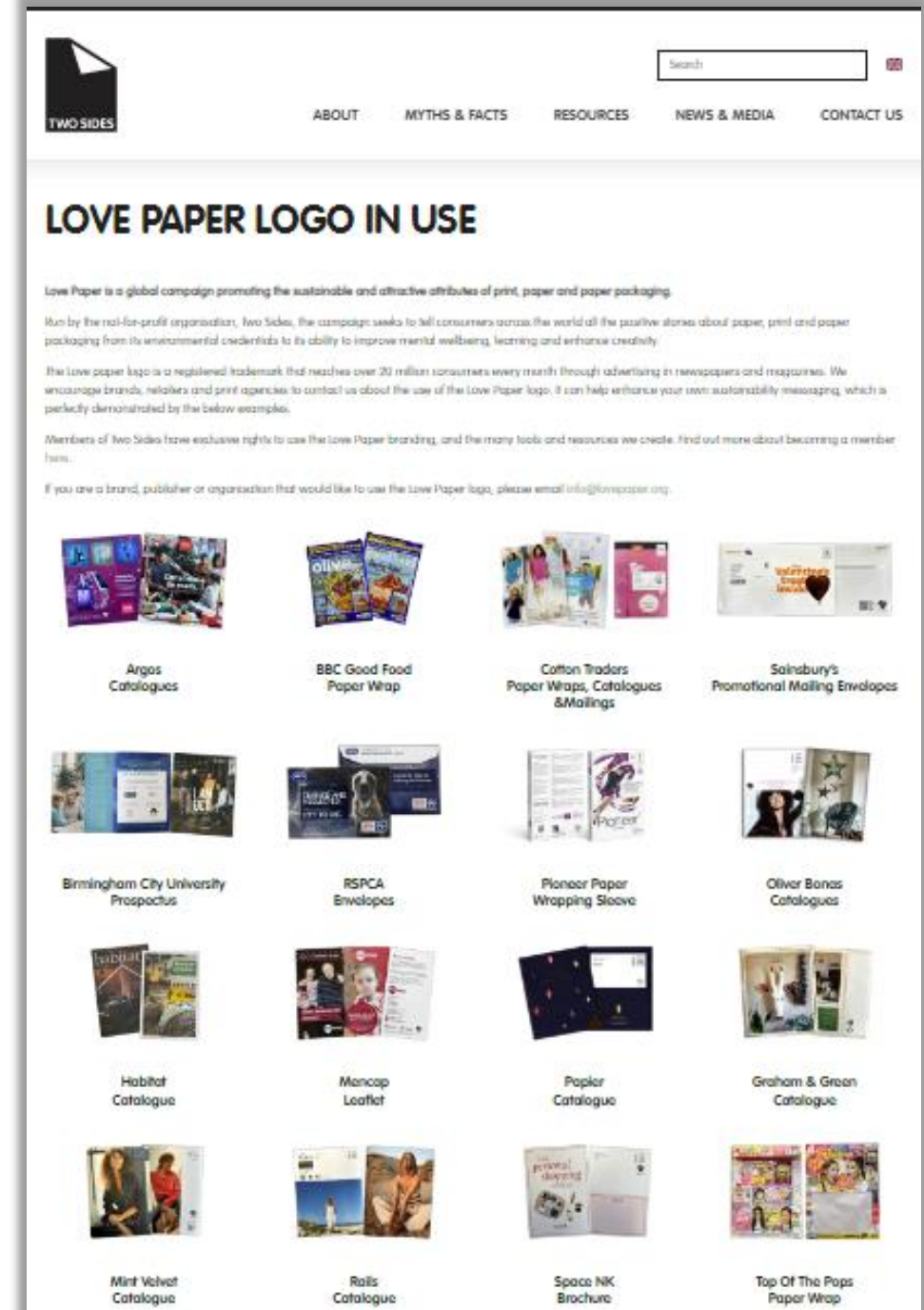
**TWO SIDES**

# Helping Brands tell the sustainable story of their paper use

<https://www.twosides.info/love-paper-logo-in-use/>



Euro-Graph General Assembly – 29th November 2023



# Love Paper can support the story that brands want to tell about their sustainable packaging

Mock-ups



Complements the story that retailers are trying to tell



[www.lovepaper.org](http://www.lovepaper.org)



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# Resources Update

# Material Updates

- Updating all Two Sides resources in Q4 of 2023
  - Myths & Facts Booklet
  - Packaging Booklet
  - Fact Sheets
  - Factographics
  - Mini-videos
- Materials shared for technical review with the SSG, and CEPI
- Published with Stakeholders and the Press for maximum awareness and uptake



# New Information Sheets

- Series of NEW article-based documents exploring topics which benefit from a narrative.
- Different from Fact Sheets!
- Information articles on:
  - Single use vs reusable packaging (**available**)
  - The Importance of paper in education (**available**)
  - Print vs digital – which is best ? (**In development**)





# Improving our Resources and Marketing Materials

Zwischen 2005 und 2020 wuchsen die Wälder Europas um eine Fläche von 58.000 km<sup>2</sup> – eine Fläche, die größer ist als die Schweiz.

Quelle: FAO, 2020

Für weitere Fakten besuchen Sie bitte [www.twosides.info](http://www.twosides.info)

En France, les émissions directes de CO<sub>2</sub> de l'industrie de la pâte et du papier ont diminué de 38 % entre 2005 et 2018.

Source: COPACE, statistiques 2019.

Découvrez la performance environnementale du papier sur [www.fr.twosides.info](http://www.fr.twosides.info)

The recycling rate for paper and cardboard packaging in the EU is 85% (58% globally).

Sources: Eurostat, 2016; Ellen MacArthur Foundation, The New Plastics Economy: Rethinking the Future of Plastics & Creating Action, 2017.

to find out more interesting facts, visit [www.twosides.info](http://www.twosides.info)

Widely used by the industry  
NEW automated access to personalised materials

**Paper Production and Sustainable**

**The Facts**

The global paper industry depends on, and then, the raw materials for its products: wood. Sustainable and biodiversity-friendly forests have been growing for an ever-expanding 90+ years, thanks in part to the steps in Europe, wood comes from sustainably managed forests of planting, protecting and logging responsibly.

Calcium fibre is the primary raw material for all the fibre used by the European pulp and paper mills. It is a natural fibre and 100% recycled.

In principle, calcium fibre can be extracted from a variety of sources, including wood. However, wood is the best because of its renewable and recyclable properties, which favour a circular and responsible approach to recycling wood.

Conventional wood is a natural resource. Sustainable wood is a natural resource. Sustainable wood is a natural resource. Sustainable wood is a natural resource.

Well-managed forests bring multiple benefits. Forests directly affect the health of 2.5 billion people and can also have significant impacts on the environment. They provide wood products and other services, such as carbon storage and habitat for biodiversity. Forests also play a role in regulating the climate and protecting water resources.

The most significant benefits of forests to society are their ability to provide wood products and other services, such as carbon storage and habitat for biodiversity. Forests also play a role in regulating the climate and protecting water resources.

For packaging, the recycling rate for paper and cardboard packaging is 85% in the EU and 58% globally. This is a significant achievement, especially given the fact that paper and cardboard are made from renewable resources.

EU countries must drastically reduce consumption of lightweight plastic carrier bags. In 2018, the EU introduced legislation limiting plastic bags, with the aim of reducing the number of plastic bags used in the EU to 10 per person per year by 2025.

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Tryck och Papper-Myter och Fakta

**Canon**

Papierverpackungen  
Die Entscheidung für Natürlichkeit

**mond**

Print and Paper Myths & Facts

Print and Paper Myths & Facts

**BURGO GROUP**

Paper and paper products only account for 0.8% of European greenhouse gas emissions.

European Environmental Agency (EEA), 2020

Discover the facts about paper [www.twosides.info](http://www.twosides.info)

**Did You Know**

Discover the facts about paper [www.twosides.info](http://www.twosides.info)



# Two Sides Resources

Provide a Library of information for Industry Professionals and Consumers

- Two Sides research and information is increasingly used throughout the industry
- Complicated subjects 'packaged' in easy-to-read formats; particularly designed to reach consumers
- Working with all the major paper and packaging Associations and pro-paper/print organisations.

Here's an example of Two Sides information in action!

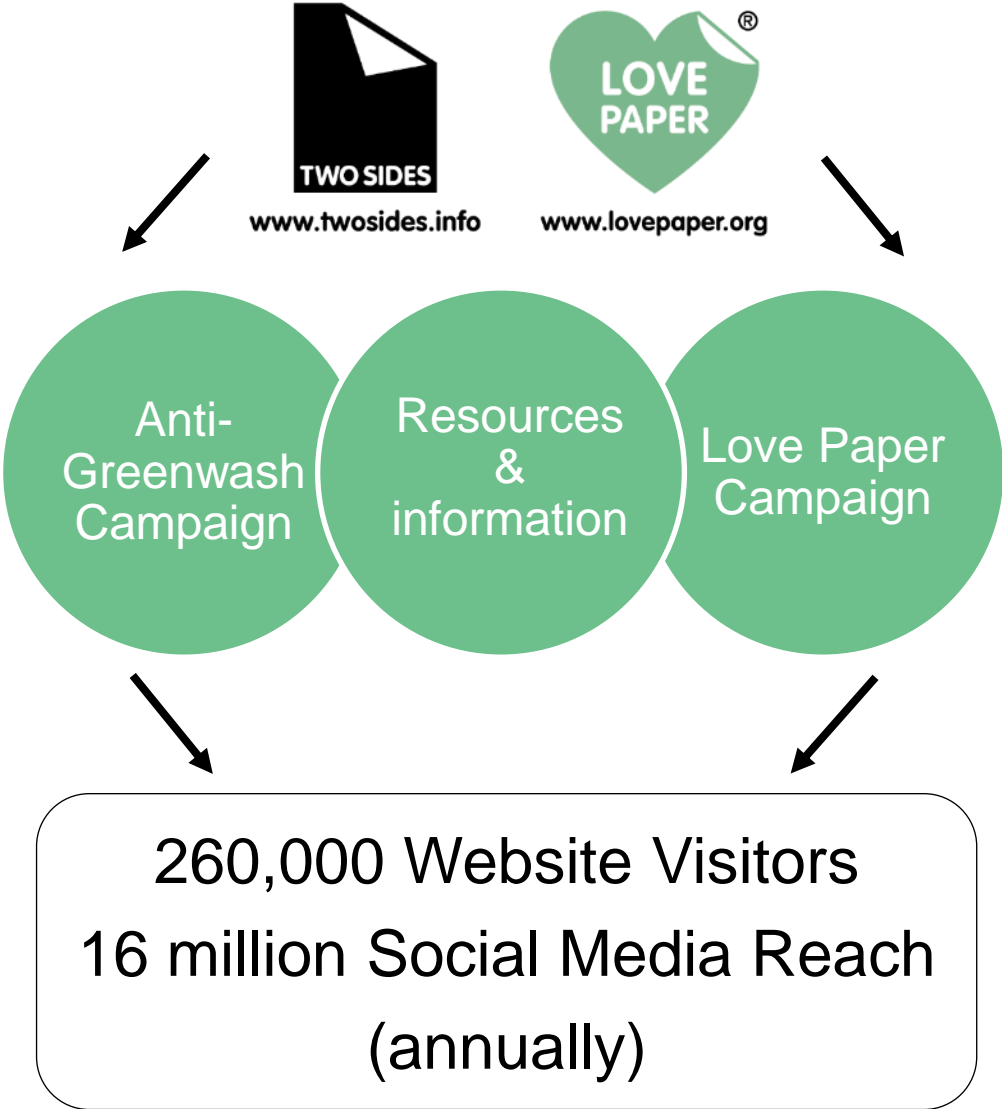


# **Communications & Reach**

# Communications Strategy, Global, Forecast 2023

**Business Professionals Focus**

- 11 Language websites
- 180,000 visitors p.a.
- Regular e-newsletters
- Members resource area
- Active Social Media
  - Twitter
  - Facebook
  - LinkedIn



**Consumers Focus**

- 6 language websites
- 80,000 visitors p.a.
- Regular e-newsletters
- Active Social Media
  - Twitter
  - Facebook
  - Instagram





**Packaging Activity**  
**Proportionate to funding**

# Strategy

Despite paper packaging being seen as part of the environmental solution to plastics, there is a growing need to tell the sustainability story

Two Sides objectives;

- Grow packaging activities
- Tackle misleading statements about packaging
- Develop Love Paper with packaging companies, brands and retailers to inform consumers about the sustainable nature of our products and their packaging choices
- Together with FEFCO, Pro Carton, ECMA, ACE, Cepi, CPI, SPA etc.
  - develop relevant facts, resources and messages for the industry to use
  - develop communications for a consumer audience
- Grow our membership and support from the packaging industry

# Packaging Development

- Database of 200+ packaging companies - actively engaged with 25+
- Discussions ongoing with most significant European packaging paper producers and converters
- Presenting at numerous events
- Packaging Webinar 20<sup>th</sup> April 2023 – 248 attendees
- Next Packaging Webinar - 15<sup>th</sup> February 2024
- Engaging brands/retailers directly to promote Love Paper including:
  - Amazon
  - M&S
  - P&G
  - Suntory





# Events and Training

# Can we help with Events & Training?



[www.twosides.info](http://www.twosides.info)



[www.lovepaper.org](http://www.lovepaper.org)



**Euro-Graph General Assembly – 29th November 2023**

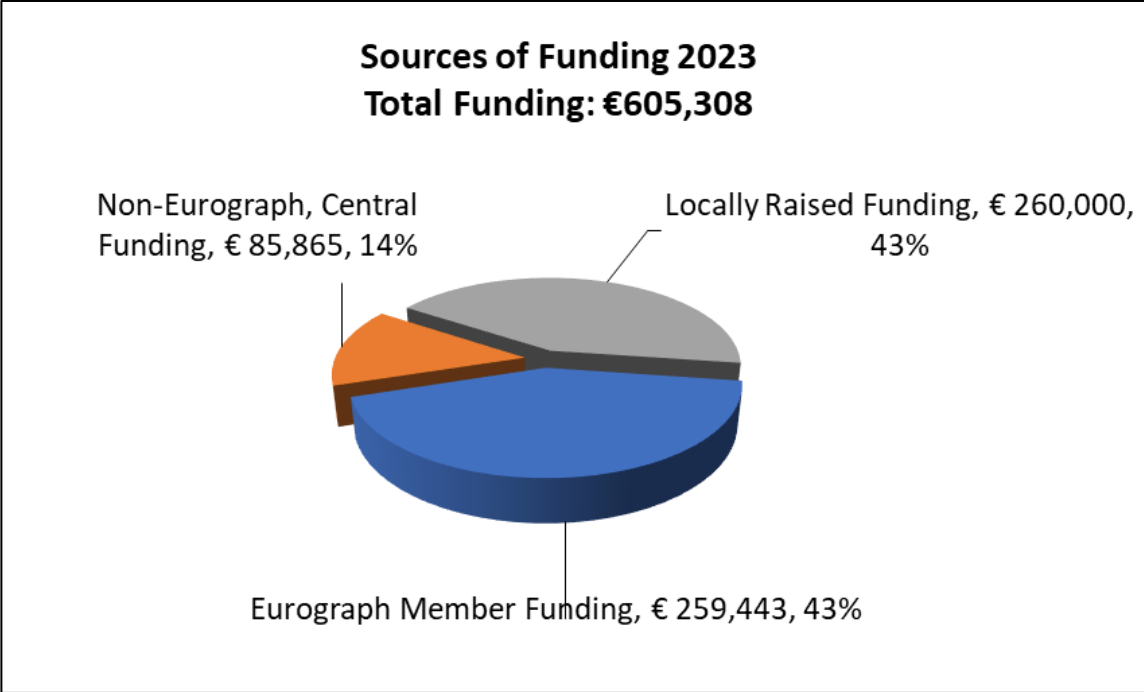
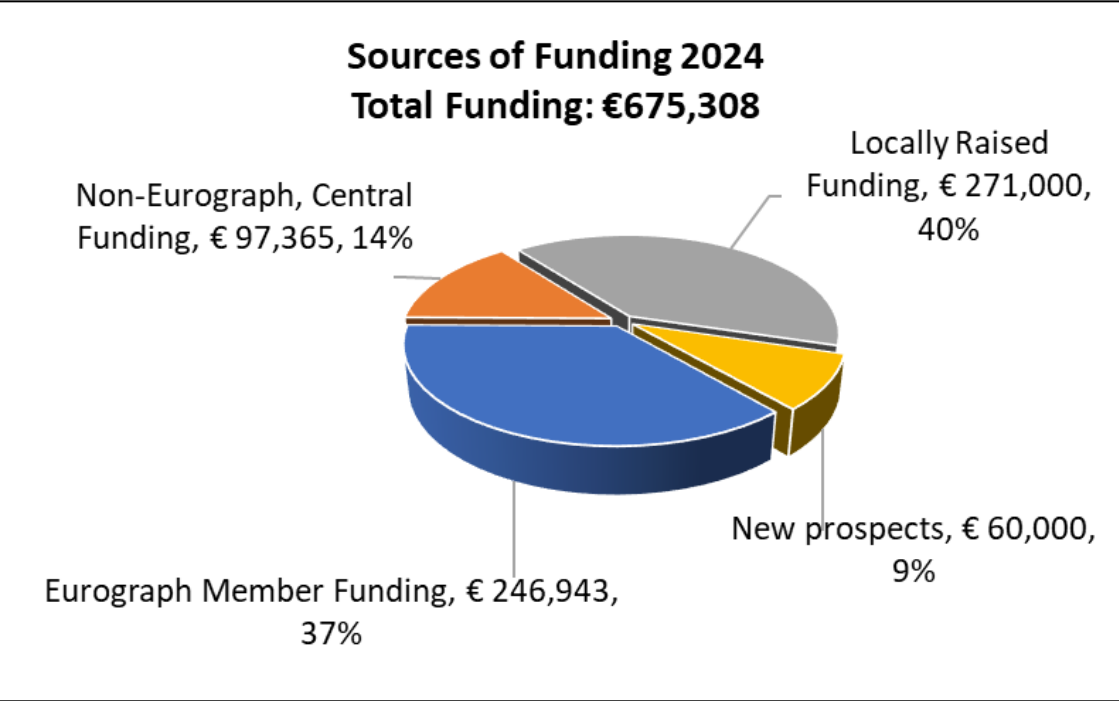
# Funding

# Funding

## A difficult year!

- Getting to know Euro-Graph member teams
- Personnel changes mean we have had to ensure our work is understood by new people and new teams
- We have worked hard to maintain current income and would ask Euro-Graph to encourage increased support from members
- Increased, but proportionate, efforts to expand packaging membership. Consumer concerns about recycling and forest loss are highly relevant for paper-based packaging and EU proposed legislation is threatening volumes

# Funding



We would appreciate any ideas from Euro-Graph to assist with additional funds from graphic sector



# Funding

- Campaign contributions for 2024 are maintained at current levels.
- We will be seeking early confirmation mid-2024 from individual Euro-Graph members for 2025 funding. (Continuing previous practice and recognising Two Sides' need for budget planning)
- We are likely to ask members to consider a small increase in fees for 2025
- In all our discussions with your staff, participating in the various advisory teams, we get positive information that our materials are used and beneficial.
- We believe our work is important – we hope you do too!

# Print and Paper, Attractive and Sustainable

Two Sides active in:

Australia and New Zealand  
Europe  
North America (USA and Canada)  
South Africa  
South America



- Every year there are over 260,000 visitors to Two Sides/Love Paper websites and more than 1.5 million electronic newsletters are distributed
- Love Paper campaign European advertisements reach over 230 million people a year, worth an estimated €3.5 million advertising
- Social Media reaches 16 million European Consumers and Business Professionals every year
- Telling the great sustainability story of print and paper